

IDEA SHEET

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The IDEA SHEET is a tool to help you structuring & refining your ideas and to share them with others.

Try to be as precise and clear as possible and limit your answers to 2-3 sentences per question. Start wherever you want - there is no right or wrong order to go through the sheet. Don't worry if you can't fill out all of the boxes yet, but take this as a note, that there might be some blind spots. As this is still a beta-Version, we'd be super thankful to receive your feedback - might it that you'd wish for another structure, miss a question or would like to share for what kind of ideas - quick or big ones - you found the Sheet helpful. Thanks!



Title of the idea



Motivation, Commitment & Ownership

What is your motivation behind the idea? (heart & passion, quick-win or career etc.) Who will be responsible for pushing the idea forward?



Description of the idea

Describe what your idea is about: how does it work and look like?



The idea is similar to...

Compare it with an existing idea, service or product: Who or what is your competitor?



Area

Define the area of the idea (Web, Food, Mobility, Science, Art & Culture etc.)



The idea is unlike...

Describe the key benefit of the idea. Why is it innovative and how is it different to existing ideas, services and products?

The following 3 questions will visualise the relation of your investment with the estimated range of potential and possibility to implement your idea.



Range of potential



Implementation

How realistic is it to implement the idea?



Investment

Try to estimate the investment. As well list what kind of resources you will need to make the idea happen.



Value: Money or Fame?

How and what kind of value could be created with your idea? (making money, doing good, etc.)



Who are your users?

The needs of whom are you tackling? Who's problems are you fixing with your idea?



Feedback & Evaluation

Who could give feedback and evaluate your idea?



Support, Collaboration & Rollout

Who could support you or collaborate to make the idea happen? Can you think of methods and tools that could be applied to implement the idea?



First Steps

Which could be the first steps to release and test an alpha-Version of the idea?